

## [NADO Announces North Country Council as a 2015 Innovation Award Winner](#)

September 1, 2015

For 29 years, The National Association of Development Organization's (NADO) annual Innovation Award program has honored members who have made significant impacts on their regions through innovative approaches to problem solving and program delivery. We are pleased to announce that the 2015 class of award recipients includes North Country Council's Economic Development Administration funded [Business Disaster Planning program](#).

The project identified, analyzed and prioritized natural and man-made threats to area businesses in order to reduce economic loss and recovery time during disasters. A business survey was conducted and a risk assessment tool was developed to enable businesses to determine an appropriate investment to consider making to mitigate for potential disasters.

Field work included Main Street interviews conducted with approximately 20 businesses, and counselling on business continuity planning and preparedness tools. Over 25 engagements were held including meetings, public events and other one on one opportunities. Fifteen presentations were held which reached over 300 small business owners with the region.

A businesses preparedness survey was conducted which determined that 33% of the small businesses in the region could only afford to stay closed for 2 days without it affecting the stability of their business. The most useful information businesses want to minimize interruption to their operations pertain to road access issues/ debris removal (50%) and backup sources of power (48%). Interestingly, mentoring programs between more or less prepared business and public recognition for completing a preparedness plan were rated the least useful in terms of minimizing business interruptions.

[NADO](#) is a Washington, DC-based association that promotes programs and policies that strengthen local governments, communities and economies through regional cooperation, program delivery and comprehensive strategies. The projects will be recognized at a special reception during NADO's 2015 Annual Training Conference, to be held October 24-27 in New Orleans.